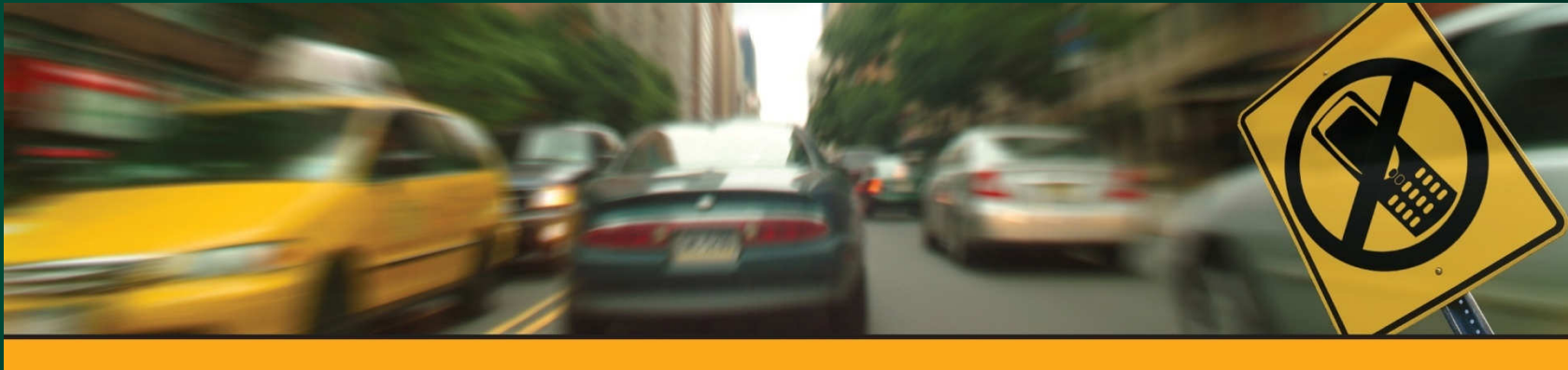




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The National Safety Council saves lives by preventing injuries and deaths at work, in homes and communities, and on the roads, through leadership, research, education and advocacy.

David Teater
Senior Director, Transportation Initiatives
National Safety Council



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Motor Vehicle Crashes

- 1 million people have died in motor vehicle crashes in the last 25 years
 - 40,000 deaths each year in the U.S.
 - Society appears to have grown complacent, accepting these deaths and injuries.
 - Leading cause of on and off-the-job accidental deaths in the US
 - Leading cause of death for people 1 to 35
 - Safety engineering has made significant advances
-



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Motor Vehicle Crashes

What causes crashes?

- **Vehicle Maintenance Factors**

Definite cause 10% of the time

Probable cause 13% of the time

- **Environmental Factors**

Definite cause 20% of the time

Probable cause 33% of the time

- **Human Error**

Definite cause 70% of the time

Probable cause 93% of the time

Source: Auto Alliance



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Cell Phones

How did we live without them?

- Late 1980's
 - “car phones,” first portable – “bag phone”
 - Today – Four billion world wide cell phones
 - 61% penetration
 - Talk
 - Text
 - Internet
 - GPS
 - Wi-Fi
 - Mobile TV, Gaming
 - Projected to be primary internet portal – replacing the computer
 - More than 100 million people in the US admit to talking and/or texting while driving
-



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Pasting?



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Cell Phones and Driving – a Dangerous Combination

- Experimental and Laboratory studies
 - Simulators
 - Test tracks
 - fMRI brain scans
- Epidemiology studies
 - Reviews of hospital records
 - Links of hospital records, injuries and cell phone records
- Naturalistic studies
 - Cameras and monitoring equipment in cars

Cell Phones and Driving – a Dangerous Combination

The science of distraction

1. Visual – *Eyes on road*
 2. Mechanical – *Hands on wheel*
 3. Cognitive – *Mind on driving*
- Most public and some researchers focus on eyes & hands only
 - Visual and mechanical distractions are short lived - cognitive distractions last much longer

Which Distractions are Causing Crashes?

Risk – how risking is the distraction.

- Reading 3.4x
- Reaching for a moving object 8.8x
- Turning around in seat 8.8x
- Talking on a cell phone 4x
- Texting 8-23x

Prevalence – how often is it happening?

- Manipulating a cell phone – 1%
- Talking on a cell phone – 11%

Total Crashes = Risk + Prevalence



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Putting It All Together

- Minimum of 200,000 crashes, or 3% of all crashes, involve texting.
- 1.4 million crashes/year or 25% of all crashes, involve cell phone conversations.

28% of all crashes involve
cell phone use!

What We Know About Cell Phone Driving

Role of Mobile Phones in Motor Vehicle Crashes Resulting in Hospital Attendance

Suzanne P McEvoy, Mark R Stevenson, Anne T McCartt, et al - 2004

- Likelihood of crashing increases by 4x
- Risk was raised irrespective of whether or not a hands-free device was used



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What We Know About Cell Phone Driving

Comparison of the Cell Driver and Drunk Driver

Strayer, Drews, et al, University of Utah - 2004

- No difference between hand held and hands free
- Cell phone drivers have ***slower reaction times*** and were ***more likely to get in a crash*** than drunk drivers (at the .08 level)

What We Know About Cell Phone Distraction

Did You See the Unicycling Clown?

Western Washington University- 2009

- Even a task as practiced as walking can be disrupted by cell phone conversations – more likely to collide with others.
- Only 8% of cell phone users remembered seeing the clown compared to 32% of singles, 32% with music player, and 57% of pairs.



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What We Know About Cell Phone Distraction

A Decrease in Brain Activation Associated With Driving

Carnegie Mellon University, Center for Cognitive Brain Imaging - 2008



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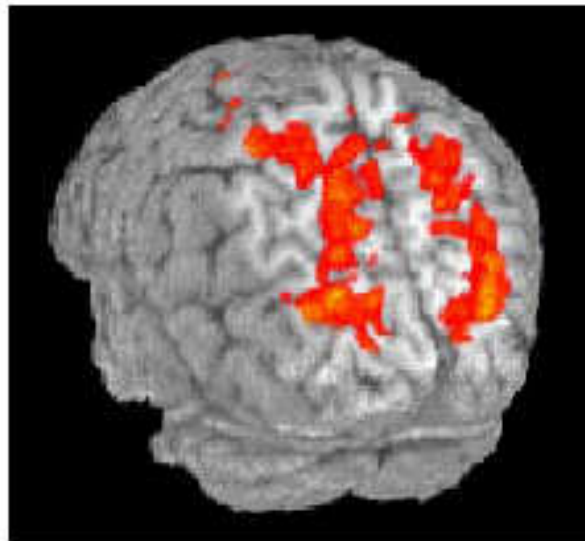
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The Main Result:

The parietal activation associated with driving decreases substantially (by 37%) with sentence listening.

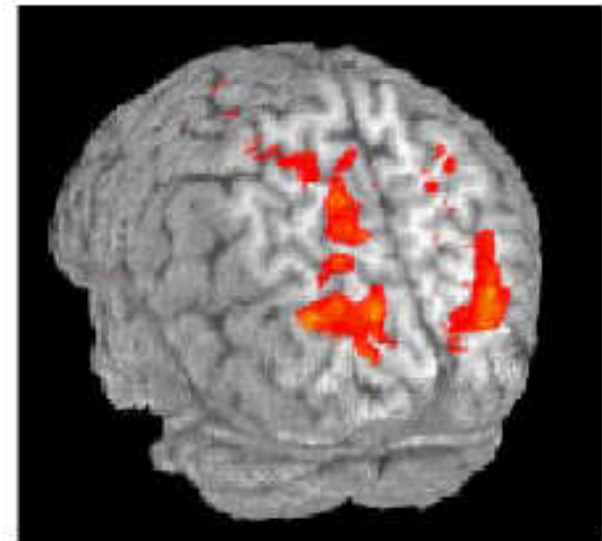
Driving Alone



L

R

Driving with Sentence Listening



Source: http://downloads.nsc.org/pdf/tdd/NSC_Arlington_Oct_2008_for_%20NSC.pdf

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Putting It All Together

Motor vehicle crashes are the leading cause of death
for people 1 to 35 years old

- Human error causes the vast majority of crashes
- Cell phone drivers four times more likely to be involved in a personal injury crash
- Reaction times slower than .08 BAC
- Hands-free as dangerous as hand-held
- Inattention blindness
- 37% reduction in spatial processing in the part of the brain used for the task of driving
- Cell phone use involved in 28% of all crashes

Voluntary compliance is difficult



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Common Misperceptions

- **Talking on a cell phone is no more dangerous than putting on makeup, eating fast food, tuning your radio or reading a map while driving.**
 - Cell phone driving is a visual, mechanical and cognitive distraction.
 - Must consider duration and frequency.
- **There isn't enough evidence to prove that using a cell phone while driving causes crashes.**
 - Difficult to collect accident data.
 - We have a plethora of evidence. We don't have statistics.
 - An absence of statistics does not prove or even indicate the absence of a problem.
- **It's no more dangerous than talking to a passenger.**
 - A passenger in a vehicle is aware of the driving situation and can even serve as an additional look-out for hazards.
 - The phone carries a certain obligation of immediacy.



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The Solutions

- Education
 - Drivers training
 - Corporate training and education
- Legislation and Enforcement
 - Public support
- Engineering and Technology



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NEWS

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For Immediate Release
Jan. 12, 2009

Contact: Meredith Morris
(630) 775-2307

Editors' note: scientific references are available from NSC media relations, 630/775-2307 or media@nsc.org.

National Safety Council Calls for Nationwide Ban on Cell Phone Use While Driving *Bold Plan Seeks to Involve Law Makers, Businesses and Public*

Itasca, Ill. – The National Safety Council today is calling on motorists to stop using cell phones and messaging devices while driving, and is urging businesses to enact policies prohibiting it and governors and legislators in all 50 states and the District of Columbia to pass laws banning the behavior.

Sample Cell Phone Policy

Company employees may not use cellular telephones or mobile electronic devices while operating a motor vehicle under any of the following situations, regardless of whether a hands-free device is used:

- When employee is operating a vehicle owned, leased or rented by the Company.
- When the employee is operating a personal motor vehicle in connection with Company business.
- When the motor vehicle is on Company property.
- When the cellular telephone or mobile electronic device is company owned or leased.
- When the employee is using the cellular telephone or mobile electronic device to conduct Company business.



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Company Cell Phone Policies

Survey of NSC member companies – August 2009

- 2,004 respondents
- 469 (23.3%) had bans that included both hands-free and handheld wireless communication devices
- 36.1% of NSC members w/o policies have plans in the next 12 months to create policies
- Only seven companies (1.5%) with policies reported a decrease in employee productivity. 46 companies (10%) reported a productivity increase.



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Current Legislative Landscape

Pending Federal Legislation

- **Avoiding Life-Endangering and Reckless Texting by Drivers Act of 2009 (ALERT Drivers Act)**
H.R. 3535 – Introduced in the House by Representative Carolyn McCarthy (D-NY)
S. 1536 – Introduced in the Senate by Senator Chuck Schumer (D-NY)
- **Distracted Driving Prevention Act of 2009**
H.R. 3994 – Introduced in the House by Representative Eliot Engel (D-NY)
S. 1938 – Introduced in the Senate by Senator Jay Rockefeller (D-WV)
- **Fighting Occupied Cell Use So Everyone Drives More Safely Act of 2009 (FOCUS Act of 2009)**
H.R. 3829 – Introduced in the House by Rep. Robert Brady (D-PA).



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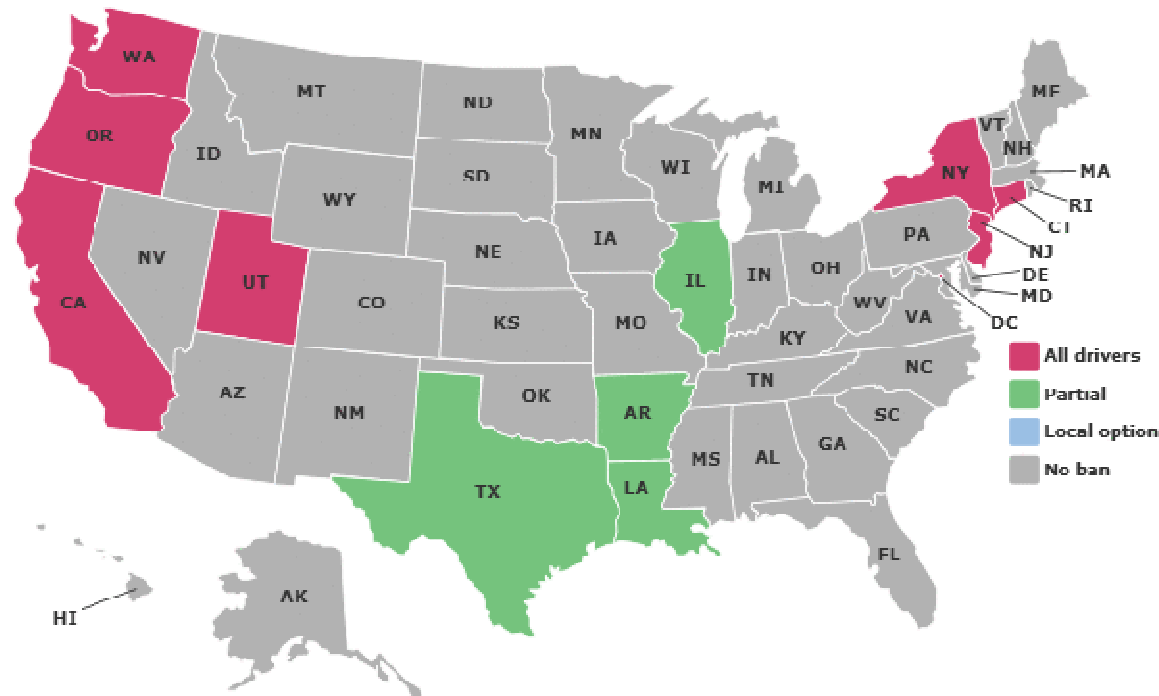
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Current Legislative Landscape

Handheld Cell Phone Bans for All Drivers

Seven US states the District of Columbia and the Virgin Islands prohibit **all drivers** from talking on handheld cell phones while driving.



Source: www.ihs.org/laws/maphandheldcellbans.aspx

Updated: March 2010

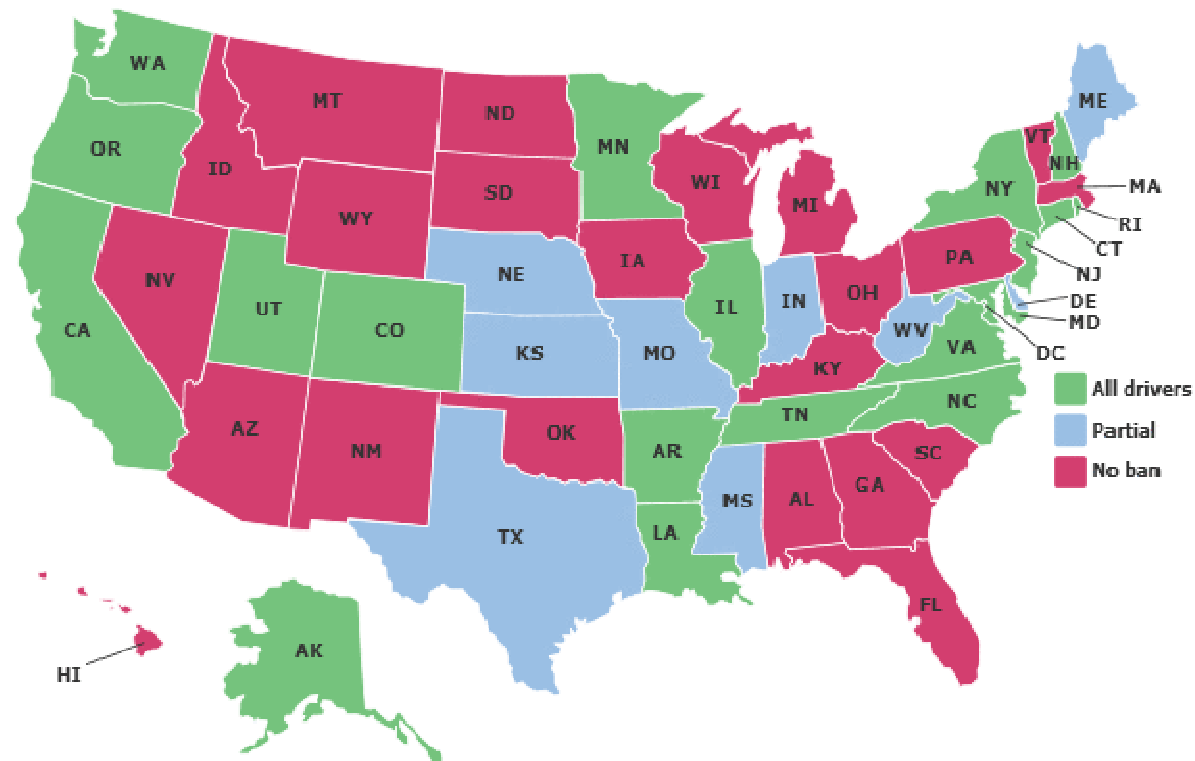


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Text Messaging Bans

19 states and the District of Columbia have a text messaging ban for all drivers.



Source: www.iihs.org/laws/maptextingbans.aspx
Updated: March 2010



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Technology

Maybe the Best Solution

- **Cellcontrol**
 - OBD trigger device, commercially available
 - **Key2Safe Driving**
 - An in car device that wirelessly connects with a cell phone through Bluetooth
 - **iZup (Illume Software)**
 - Launching soon, handset solution
 - **Zoom Safer**
 - Downloadable app currently available for RIM devices.
 - **Try Safety First**
 - A chip in phones similar to V chip in Televisions
 - **Guardian Angel**
 - Announced in April 2009
 - Jamming technology – FCC challenges
 - **DriveAssist (Aegis Mobility)**
 - Wireless network solution using GPS and WiFi
 - Partnered with Nationwide Insurance
-

Public Support

Louisiana Highway Safety Commission

- 800 Louisiana drivers
- November 2009, +/- .035
- **82% think practice is somewhat or very dangerous**
- **65% support hand held ban**
- **36% support total ban**

Nationwide Insurance “On Your Side Survey”

- 1008 US drivers
 - August 2009, +/- .03
 - **80% support ban on texting or emailing**
 - **57% support a ban on all cell phone use while driving**
-



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Public Support

Scientific research on the subject of wireless phone use and driving has been conducted worldwide for several years. According to the National Highway Traffic Safety Administration (NHTSA), the available research indicates that using a wireless phone while driving degrades a driver's performance, whether it is a hands-free or hand-held wireless phone.

For your well being and the well being of those around you, you should consider turning your phone off and allowing calls to go to Voice Mail while you are driving.

-Verizon Website



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What You Can Do

- Personal example – stop using cell phone when driving (change no answer greeting)
- Don't talk with people who call you while they are driving
- Educate employees, drivers, parents
- Implement cell phone driving bans
- Support legislation and enforcement



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Consequences

25 people killed when a commuter train engineer ignored a stop signal and hit a freight train.

Engineer was texting 22 seconds before crash. (September 2008, CA)



Hector Mata / AP



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Jay & Jean Good – Killed when hit by a tractor-trailer that swerved to avoid a minivan that ran a light, 18-year-old minivan driver talking on a cell phone. (May 2008, PA)



Jordan Cibley – 18 year old killed after losing control of his vehicle while talking with his father who owned a chain of cell phone stores. (May 2007, MA)

"This accident happened because he was talking on the phone - I was talking to him."

Jordan's Dad



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Bailey Goodman and four friends -

Killed when their car swerved into the path of a tractor-trailer. Records show driver was texting at time of accident. All were cheerleaders who had just graduated from high school. (June 2007, NY)



Bailey Goodman, Meredith McClure,
Hannah Congdon, (top)
Sara Monnat and Katie Shirley (bottom)



Jason Norling – 38 year old Harris County (Houston) deputy killed by distracted cell phone driver. (October 2007, TX)

"We're all real numb right now. The numbness is going to wear off and then the sadness will continue for a long time."

Pct. 5 Constable Phil Camus, co worker



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Margay Schee – 13 year old killed when her school bus was rear ended by a big-rig driver distracted by a cell phone. Eight others injured. (September 2008, FL)

“Frances "Margay" Schee was a wonderful and beautiful child, Margay only knew friends in her life, if you knew Margay, then you knew she was your friend.”

The Schee Family

Cady Anne Reynolds– 16 year old killed when another 16 year old driver ran red light while texting on cell phone. (May 2007, NE)

Cady’s parents Rob and Shari started the C.A.R. Alliance for safer teen driving early 2008 to take our story directly to teens and talk specifically about distracted driving as a major and highly preventable cause for teen crashes.





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Erica Forney – Nine year old killed by a cell phone driver while riding her bicycle home from school. (November 2008, CO)

“My name is Michelle. I am 36 years old. On Nov. 25, 2008, I accidentally struck Erica Forney. Although I do not have a clear memory of the accident, the police tell me I recently finished a cell phone call and may have been distracted...”

Michelle Smith



Linda Doyle – Killed in Oklahoma City crash, when a young man ran a red light while talking on a cell phone. (November 2008, OK)

“My mom, Linda Doyle, was one of those amazing people who had a great heart. She was a wife, mother and grandmother. She lived every moment for her family, and she was everything to all of us. She was our fearless leader....”

Jennifer Smith

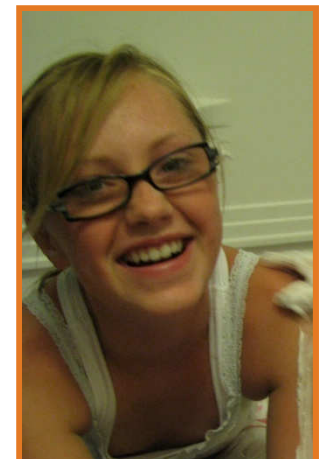
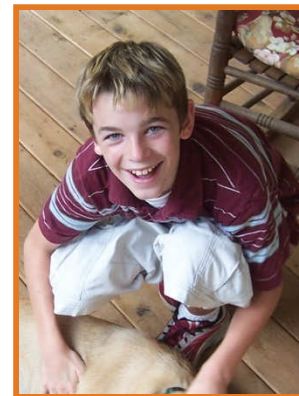


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ADVOCATES FOR CELL-FREE DRIVING



focusdriven.org
support victims and effect legislation

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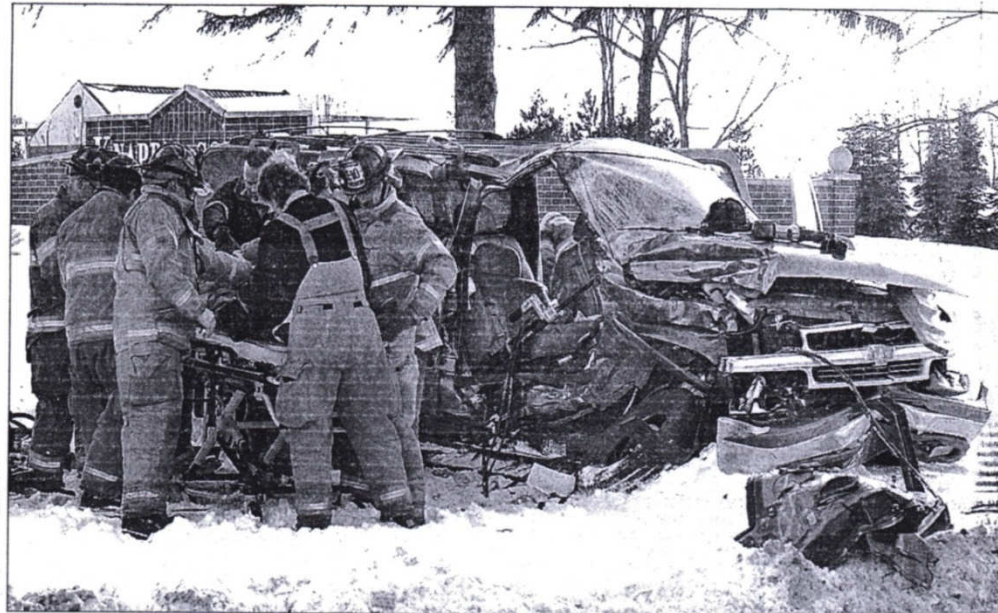
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12 year old killed when a cell phone driver ran a red light. January 2004. Michigan



PRESS PHOTO BY J. HAMILTON

Workers tend to the child injured in Monday's accident at Knapp's Corner. The boy's mother was treated for minor injuries.

Beltline crash critically injures 12-year-old boy

► *Witnesses told police a Hummer ran a red light and struck a Chevy Suburban broadside.*

By Theresa D McClellan
The Grand Rapids Press

Theodore Nikodem had stopped for a red light in a southbound lane of the East Beltline Monday when he saw a Hummer in the next lane blow past him, running the light and hitting broadside a sport-utility vehicle.

The 4 p.m. crash at the Knapp Street NE intersection left a 12-

year-old boy in critical condition.

Joseph Teater, of Grand Rapids, a front-seat passenger in the Chevrolet Suburban, remained in Spectrum Health Butterworth Campus today, where he was being treated for a head injury.

His mother, Judy Teater, 49, who was driving the westbound Suburban, was treated for minor injuries at the hospital.

The 2003 Hummer 2 was driven by a 20-year-old Walker woman who works as a nanny for an Ada family. It is the family's vehicle, said Grand Rapids Police Lt. Steve LaBrique. The driver and her passenger, a 7-year-old girl, were not injured.

The driver's name was not released pending an investigation.

Police said they were trying to determine why she ran the red light.

Nikodem said he watched the collision unfold, then called 911.

"The light was definitely red and there was no sign of (the Hummer) slowing down," he said.

The impact of the 2003 Hummer 2 slamming into the side of the Suburban pushed the Teaters' crumpled vehicle past the sidewalk.

"It's amazing the amount of damage here," LaBrique said of the Suburban, "and the lack of damage on the Hummer."

The Hummer weighs about 6,400 pounds, while the Suburban weighs more than 5,000.

Nikodem said he reached the Hummer first. "I asked if anyone

was injured and they said no, and I went straight to the other vehicle," Nikodem said.

Jane Ellens, of Grand Rapids, also was on the East Beltline waiting at the red light.

"I didn't even see the Hummer until it hit. Then my light turned green. I parked and ran to the car," she said.

"The woman in the Hummer looked fine, so my daughter and I ran to the vehicle all smashed. The mom was conscious and both were bleeding," Ellens said. She said the boy in the passenger side of the car was not responding.

Anyone with information on the collision is asked to call Grand Rapids Police at 456-3771, or Silent Observer at 774-2345.



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Joe Teater 4/12/1991 – 1/20/2004



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